

# **Values Attitudes and Behaviors**



# Overview

- **Define Values, Attitudes, Behaviors and Beliefs**
- **Explain the importance of beliefs, values and attitudes**
- **Explain the value system and the significance of the socialization process.**
- **Explain Louis Rath's seven value criteria.**
- **Explain cognitive dissonance and ways to manage it.**



# Definitions

- **Values:** Are attitudes about the worth or importance of people, concepts, or things.
- **Values** influence your behavior because you use them to decide between alternatives. They are the basis of how we see ourselves as individuals, how we see others and how we interpret the world in general.



# **United States Army** ***Values***



**Loyalty**

**Duty**

**Respect**

**Selfless-Service**

**Honor**

**Integrity**

**Personal Courage**



# The Categories of Values



- **Personal**

- **Social**

- **Socialization**

- **Economic**

- **Political**

- **Religious**



# Louis Rath's 7 Criteria for Value

- **Choose Freely**
- **Choosing from Alternatives**
- **Choosing after thoughtful consideration**
- **Prizing and Cherishing**
- **Affirming**
- **Acted upon**
- **Repeated**



# Attitude

- **Attitude**: A state of mind or feeling with respect to some matter; a disposition.

**Cannot be seen or touched.**



# Characteristics of Attitude

- **Difficult to measure**
- **May create inflexibility and stereotypes**
- **Often indicated by behavior**
- **Formed largely from the continuous process of socialization**
- **Positive or negative implications**



# Behavior

- **Behavior**: is the result of a person's reaction to a situation, group, or a person.
- **A Group behavior is a an extension of individual behavior.**



# Betari Box Model





# Definitions

- **Cognitive Dissonance**: A state of internal that results from an inconsistency between knowledge, belief, opinion, attitude, or feel the environment, oneself or ones' behavior.



# Methods to Reduce Cognitive Dissonance

- **Avoidance**
- **Denial**
- **Change**



# Beliefs

- **Beliefs**: are assumptions or convictions as true about some thing, concept or per

# Norms

- **Norms**: are the rules or laws normally bas  
agreed-upon beliefs and values that memb  
a group follow to live in harmony. Norms c  
into one or two categories Formal and Info



# Summary

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